

IN THE CLAIMS:

1. (Withdrawn) A process for operating an on-line brokerage operation for goods, which comprises:

receiving at an e-commerce server data processing system at least one seller identification and an associated list of available goods;

receiving at said e-commerce server data processing system at least one buyer identification and an associated list of desired goods;

displaying said received seller identification and associated list of available goods at a brokerage terminal in communication with said e-commerce server data processing system;

displaying said received buyer identification and associated list of desired goods at said brokerage terminal ;

negotiating through said e-commerce server data processing system with a seller associated with said seller identification, a purchase price for a quantity of at least one of said available goods;

receiving at said brokerage terminal, through said e-commerce server data processing system, a confirmation of purchase of said quantity of available goods from said seller, said confirmation of purchase including a negotiated purchase price;

negotiating through said e-commerce server data processing system, with a buyer associated with said buyer identification, a selling price for said purchased available goods matching at least one of said associated list of desired goods;

receiving at said brokerage terminal, through said e-commerce server data processing system, a confirmation of sale of said quantity of available goods from said buyer, said confirmation of sale including a negotiated sale price;

wherein said negotiated sale price is greater than said negotiated purchase price.

2. (Withdrawn) The process for operating an on-line brokerage operation for goods of claim 1 further including the additional steps of:

receiving at said brokerage terminal, a broker identifier for association with each of said sale confirmations;

tracking, at said e-commerce server data processing system, said broker identifiers; and

calculating a broker commission based upon said tracked broker identifiers and said sale confirmations.

3. (Withdrawn) The process for operating an on-line brokerage operation for goods of claim 1 further including the additional steps of:

receiving at said e-commerce server data processing system at least one hauler identification and an associated list of point-to-point hauling rates;

arranging, through said e-commerce server data processing system, the transportation of said purchased available goods from said seller to said buyer upon said receipt of said confirmation of sale of said quantity of available goods, a cost of said transportation based upon said associated list of point-to-point hauling rates; and

wherein said negotiated sale price includes the cost of said transportation.

4. **(Withdrawn)** A computer-readable medium having stored thereon program instructions executable by a computer to provide a set of application program interfaces for utilization on a computer in conjunction with an application program to provide a method for facilitating brokered commercial trading transactions comprising:

providing a first interface that receives a buyer identification and a set of associated desired product identifications;

providing a second interface that receives a seller identification, a set of associated available product identifications, and a set of associated product prices;

providing a third interface that receives an inquiry product identification; and

displaying to a broker, a broker interface including a list of buyer identifications having associated desired product identifications corresponding to said inquiry product identification, and a list of seller identifications having associated available product identifications corresponding with said inquiry product identification, and said set of associated product prices corresponding to said inquiry product identification;

whereby said displayed broker interface is utilized by a broker to facilitate a commercial trading transaction between a buyer desiring a product, and one or more sellers offering said desired product at associated prices.

5. **(Withdrawn)** The computer-readable medium of Claim 4 wherein said inquiry product identification is a desired product.

6. **(Withdrawn)** The computer-readable medium of Claim 4 wherein said inquiry product identification is an available product.

7. **(Withdrawn)** The computer-readable medium of Claim 4 including the step of providing a fourth interface that receives a hauler identification and a set of hauling parameters; and

displaying in conjunction with said broker interface a list of hauler identifications and hauling parameters;

whereby said broker can facilitate transportation of a desired product between one or more buyers and one or more sellers utilizing said displayed list of hauler identifications and hauling parameters.

8. **(Withdrawn)** An article of manufacture, which comprises a computer readable storage medium having stored therein a computer program for operating an product brokerage, the computer program comprising:

a first code segment for defining in an e-commerce server data processing system a plurality of entities associated with the product brokerage, said defined entities including at least one buyer, at least one seller, and at least one hauler;

a second code segment for defining in said e-commerce server data processing system a at least one product associated with the product brokerage;

a third code segment for defining in said e-commerce server data processing system at least one point-to-point transportation cost, said at least one point-to-point transportation cost associated with said at least one hauler and said at least one product;

a fourth code segment for defining in said e-commerce server data processing system at least one pricing index, said pricing index associated with said at least one seller and said at least one product; and

a fifth code segment for defining in said e-commerce server data processing system at least one schedule index, said schedule index associated with said at least one seller, said at least one buyer, said at least one hauler, and said at least one product.

9. **(Withdrawn)** The article of manufacture of claim 8 in which the first code segment is configured to store and access contact information for each of said entities.

10. **(Withdrawn)** The article of manufacture of claim 8 in which said fourth code segment is configured to track a pricing history for said at least one seller.

11. **(Withdrawn)** The article of manufacture of claim 8 further including a sixth code segment for calculating a brokerage product sale price, said sixth code segment configured to receive product pricing parameters associated with said at least one product, product hauling parameters associated with said at least one product and said at least one point-to-point transportation cost, and product load parameters associated with said at least one product; wherein said sixth code segment defines said brokerage product sale price based upon said received parameters.

12. **(Withdrawn)** A computer-readable medium having stored thereon program instructions executable by a computer to provide a set of application program interfaces for utilization on a networked computer system in conjunction with an application program to provide a method for facilitating brokered commercial dairy product trading transactions comprising:

providing a first interface for receiving dairy product transaction information from a broker;

displaying, in said first interface, stored data in response to said received dairy product transaction information;

providing a second interface for receiving dairy product load settlement information from said broker;

displaying, in said second interface, stored dairy product load settlement data in response to said received dairy product load settlement information; and

optionally altering, through said first interface, said stored data;

optionally altering, through said second interface, said stored dairy product load settlement data; and

enabling, through said broker, at least one commercial dairy product trading transaction between at least one buyer and at least one seller utilizing said stored data and said stored dairy product load settlement data.

13. (Withdrawn) The computer-readable medium of Claim 12 further including:

providing a third interface operatively coupled to said first interface for receiving input contact information;

displaying stored contact data in response to said received input contact information;

providing a fourth interface operatively coupled to said first interface for receiving input dairy product shipment schedule information;

displaying stored dairy product shipment schedule data in response to said received input dairy product shipment schedule information;

providing a fifth interface operatively coupled to said first interface for receiving input dairy product information;

displaying stored dairy product data in response to said received input dairy product information;

providing a sixth interface operatively coupled to said first interface for receiving input dairy product transportation information;

displaying stored dairy product transportation data in response to said received input dairy product transportation information; and

providing a seventh interface operatively coupled to said first interface for receiving input dairy product pricing information;

displaying stored dairy product pricing data in response to said received input dairy product pricing information.

14. (Withdrawn) The computer-readable medium of Claim 13 wherein said input contact information comprises alternatively a contact identifier, a contact type, a contact status, a contact category, or an entry from a predefined contact list.

15. (Withdrawn) The computer-readable medium Claim 13 wherein said stored contact data is displayed in a hierarchical format.

16. (Withdrawn) The computer-readable medium Claim 13 wherein said input dairy product shipment schedule information includes a contact identifier, a shipment date range, and a shipment schedule type selection.

17. (Withdrawn) The computer-readable medium of Claim 13 wherein said input dairy product shipment schedule information comprises alternatively a contact identifier, a product identifier, a trader identifier, or a remark entry.

18. (Withdrawn) The computer-readable medium of Claim 13 wherein said stored dairy product shipment schedule information is alternatively displayed in a detail view, a remarks view, and a confirmation view.

19. (Withdrawn) The computer-readable medium of Claim 13 wherein said input dairy product information includes at least one data entry from the set of dairy product identifiers and dairy product categories.

20. (Withdrawn) The computer-readable medium of Claim 13 wherein said stored dairy product information is displayed with a plurality of interactive links to associated contact information for dairy product buyers, dairy product sellers, and dairy product haulers.

21. (Withdrawn) The computer-readable medium of Claim 13 wherein said input dairy product transportation information includes a date range and a transportation report.

22. (Withdrawn) The computer-readable medium of Claim 13 wherein said stored dairy product transportation information is displayed with a plurality of interactive links to stored dairy product transportation details, associated contact information for dairy product buyers, dairy product sellers, and dairy product haulers.

23. (Withdrawn) The computer-readable medium of Claim 13 wherein said stored dairy product transportation information is alternatively displayed in a hauling history report or a hauling detail report.

24. (Withdrawn) The computer-readable medium of Claim 13 wherein said input dairy product pricing information includes a price basis.

25. (Withdrawn) The computer-readable medium of Claim 13 wherein said stored dairy product pricing information is alternatively displayed in a current market prices report or a pricing history report.

26. (Withdrawn) The computer-readable medium of Claim 12 further providing a third interface configured to receive dairy product load settlement information; and

conveying at least one confirmation message in response to said received dairy product load settlement information.

27. (Withdrawn) The computer-readable medium of Claim 12 further providing a third interface configured to receive dairy product load settlement information; and

associating said received dairy product load settlement information with one or more customer account records.

28. (Withdrawn) The computer-readable medium of Claim 27 wherein said one or more customer account records are accessible through an accounting interface.

29. (Withdrawn) A computer-readable medium having stored thereon program instructions executable by a computer to perform a method of facilitating commercial dairy product trading transactions by a broker, the method comprising the steps of:

establishing a database, the database structured in accordance with a categorical structure, the categories in the database corresponding to buyers, sellers, and products in the commercial dairy product marketplace;

providing at least a first interface for inserting data into said established database;

providing at least a second interface for extracting selected data from said established database;

displaying said extracted data for review by the broker; and

utilizing said displayed extracted data to facilitate a brokered dairy product trading transaction for at least one dairy product between at least one buyer and at least one seller.

30. (Withdrawn) The computer-readable medium of Claim 29 wherein said categories in said database further include dairy product haulers and dairy product hauling information.

31. (Withdrawn) The computer-readable medium of Claim 30 further including the step of utilizing said second interface to identify one or more dairy product haulers and associated dairy product hauling information;

selecting a hauler from said identified haulers; and

effecting shipment of a dairy product associated with said dairy product trading transaction from said at least one seller to said at least one buyer through said selected hauler.

32. (Withdrawn) The computer-readable medium of Claim 29 further including the step of utilizing said second interface to identify one or more buyers seeking a desired dairy product and to identify one or more sellers offering said desired dairy product; and

wherein said step of displaying said extracted data for review by the broker includes presenting said identified buyers and said identified sellers to a broker.

33. (Withdrawn) The computer-readable medium of Claim 29 further including the step of inserting data into said established database, said data including one or more elements of buyer contact information, seller contact information, dairy product shipment information, dairy product information, dairy product pricing information, or interactive links.

34. (Withdrawn) The computer-readable medium of Claim 33 wherein said elements of buyer contact information and seller contact information optionally include a contact identifier, a contact type, a contact status, a contact category, or an entry from a predefined contact list.

35. (Withdrawn) The computer-readable medium of Claim 33 wherein said elements of dairy product shipment information optionally include a contact identifier, a dairy product identifier, a broker identifier, a shipment date range, a shipment schedule type, or an annotation.

36. (Withdrawn) The computer-readable medium of Claim 33 wherein said elements of dairy product information optionally include a dairy product identifier, a dairy product category, a price basis, a set of purchase prices, a set of selling prices, a listing of product buyers, a listing of product sellers, and a listing of product haulers.

37. (Withdrawn) The computer-readable medium of Claim 29 further including the step of providing a load-settlement interface for inserting data into said established database; whereby entry of load-settlement information for association with a purchase and delivery of a dairy product load from a seller to a buyer is facilitated.

38. (New) A computer-readable medium encoded with program instructions executable by a computer to provide a set of application program interfaces executable on a computer in conjunction with an application program for facilitating brokered commercial trading transactions comprising:

a first interface that receives a buyer identification and a set of associated desired product identifications;

a second interface that receives a seller identification, a set of associated available product identifications, and a set of associated product prices;

a third interface that receives an inquiry product identification; and

a broker interface that displays a list of buyer identifications having associated desired product identifications corresponding to said inquiry product identification, and a list of seller identifications having associated available product identifications corresponding with said inquiry product identification, said set of associated product prices corresponding to said inquiry product identification;

whereby said displayed broker interface facilitates a commercial trading transaction between a buyer desiring a product, and one or more sellers offering said desired product at associated prices.

39. (New) The computer-readable medium of Claim 38 wherein said inquiry product identification is a desired product.

40. (New) The computer-readable medium of Claim 38 wherein said inquiry product identification is an available product.

41. (New) The computer-readable medium of Claim 38 including a fourth interface that receives a hauler identification and a set of hauling parameters; and

wherein said fourth interface is configured to display, in conjunction with said broker interface a list of hauler identifications and hauling parameters;

whereby said broker can facilitate transportation of a desired product between one or more buyers and one or more sellers utilizing said displayed list of hauler identifications and hauling parameters.

42. (New) A computer-readable medium encoded with program instructions executable by a computer to provide a set of application program interfaces executable on a networked computer system in conjunction with an application program for facilitating brokered commercial dairy product trading transactions comprising:

a first interface for receiving dairy product transaction information from a broker and for displaying stored data in response to said received dairy product transaction information;

a second interface for receiving dairy product load settlement information from said broker and for displaying stored dairy product load settlement data in response to said received dairy product load settlement information;

wherein said first interfaces optionally includes at least one interactive component for manipulating said displayed stored data;

wherein said second interface optionally includes at least one interactive component for manipulating said stored dairy product load settlement data; and

wherein said first and second interfaces enable through said broker, at least one commercial dairy product trading transaction between at least one buyer and at least one seller utilizing said stored data and said stored dairy product load settlement data.

43. (New) The computer-readable medium of Claim 42 further including a third interface operatively coupled to said first interface for receiving input contact information, said third interface configured to display stored contact data in response to said received input contact information.

44. (New) The computer-readable medium of Claim 43 wherein said input contact information comprises alternatively a contact identifier, a contact type, a contact status, a contact category, or an entry from a predefined contact list.

45. (New) The computer-readable medium of Claim 43 wherein said third interface is configured to display said stored contact data in a hierarchical format.

46. (New) The computer-readable medium of Claim 42 further including a third interface operatively coupled to said first interface for receiving input dairy product shipment schedule information, said third interface configured to display stored dairy product shipment schedule data in response to said received input dairy product shipment schedule information.

47. (New) The computer-readable medium of Claim 46 wherein said input dairy product shipment schedule information includes at least a contact identifier, a shipment date range, and a shipment schedule type selection.

48. (New) The computer-readable medium of Claim 46 wherein said input dairy product shipment schedule information comprises alternatively a contact identifier, a product identifier, a trader identifier, or a remark entry.

49. (New) The computer-readable medium of Claim 46 wherein said third interface is further configured to display said stored dairy product shipment schedule information in at least one of a detail view, a remarks view, or a confirmation view.

50. (New) The computer-readable medium of Claim 42 further including a third interface operatively coupled to said first interface for receiving input dairy product information, said third interface configured to display stored dairy product data in response to said received input dairy product information.

51. (New) The computer-readable medium of Claim 50 wherein said input dairy product information includes at least one data entry from the set of dairy product identifiers and dairy product categories.

52. (New) The computer-readable medium of Claim 50 wherein said third interface is further configured to display said stored dairy product information in combination with at least one interactive link to associated contact information selected from a set including at least one dairy product buyer, a plurality of dairy product sellers, and a plurality of dairy product haulers.

53. (New) The computer-readable medium of Claim 42 further including a third interface operatively coupled to said first interface for receiving input dairy product transportation information, said third interface configured to display stored dairy product transportation data in response to said received input dairy product transportation information.

54. (New) The computer-readable medium of Claim 53 wherein said input dairy product transportation information includes a date range and a transportation report.

55. (New) The computer-readable medium of Claim 53 wherein said third interface is configured to display stored dairy product transportation information in combination with at least one interactive link to stored data selected from a set

including dairy product transportation details, associated contact information for dairy product buyers, dairy product sellers, and dairy product haulers.

56. (New) The computer-readable medium of Claim 53 wherein said third interface is configured to display said stored dairy product transportation information in a hauling report, said hauling report selected from a set including a hauling history report and a hauling detail report.

57. (New) The computer-readable medium of Claim 42 further including a third interface operatively coupled to said first interface for receiving input dairy product pricing information, said third interface configured to display stored dairy product pricing data in response to said received input dairy product pricing information.

58. (New) The computer-readable medium of Claim 57 wherein said input dairy product pricing information includes a price basis.

59. (New) The computer-readable medium of Claim 57 wherein said third interface is configured to display said stored dairy product pricing information in a price report, said price report selected from a set including a current market price report and a price history report.

60. (New) The computer-readable medium of Claim 42 further including a third interface configured to receive dairy product load settlement information; and

wherein said third interface is configured to generate at least one confirmation message in response to said received dairy product load settlement information.

61. (New) The computer-readable medium of Claim 42 further including a third interface configured to receive dairy product load settlement information; and

wherein said third interface is configured to associate said received dairy product load settlement information with one or more customer account records.

62. (New) The computer-readable medium of Claim 61 wherein said one or more customer account records are accessible through an accounting interface.

63. (New) A computer-readable medium having stored thereon program instructions executable by a computer to provide a set of application program interfaces executable on a computer in conjunction with an application program for facilitating brokered commercial dairy product trading transactions comprising:

a database, said database structured in accordance with a categorical structure, categories in said database corresponding to buyers, sellers, and products in a commercial dairy product marketplace;

a first interface for inserting data into said database;

a second interface for extracting selected data from said database, said second interface configured to display said extracted data for review; and

whereby a broker may utilize said displayed data to facilitate a brokered dairy product trading transaction for at least one dairy product between at least one buyer and at least one seller.

64. (New) The computer-readable medium of Claim 63 wherein said categories in said database further include dairy product haulers and dairy product hauling information.

65. (New) The computer-readable medium of Claim 64 wherein said second interface is further configured to extract selected data associated with one or more dairy

product haulers together with associated dairy product hauling information from said database;

and wherein said second interface is configured to provide a means for selecting a dairy product hauler; and

wherein said second interface is configured to provide a means for directing shipment of a dairy product associated with said dairy product trading transaction from said at least one seller to said at least one buyer through said selected dairy product hauler.

66. (New) The computer-readable medium of Claim 63 wherein said second interface is configured to provide a means to identify one or more buyers seeking a desired dairy product and to identify one or more sellers offering said desired dairy product; and

wherein said second interface is configured to display said identified buyers and said identified sellers to a broker.

67. (New) The computer-readable medium of Claim 63 wherein said first interface is configured for inserting data including one or more elements of buyer contact information, seller contact information, dairy product shipment information, dairy product information, dairy product pricing information, or interactive links from said database.

68. (New) The computer-readable medium of Claim 67 wherein said elements of buyer contact information and seller contact information optionally include a contact identifier, a contact type, a contact status, a contact category, or an entry from a predefined contact list.

69. (New) The computer-readable medium of Claim 67 wherein said elements of dairy product shipment information optionally include a contact identifier, a dairy product identifier, a broker identifier, a shipment date range, a shipment schedule type, or an annotation.

70. (New) The computer-readable medium of Claim 67 wherein said elements of dairy product information optionally include a dairy product identifier, a dairy product category, a price basis, a set of purchase prices, a set of selling prices, a listing of product buyers, a listing of product sellers, and a listing of product haulers.

71. (New) The computer-readable medium of Claim 63 further including a load-settlement interface for inserting data into said established database, said load-settlement interface configured to enable entry of load-settlement information for association with a purchase and delivery of a dairy product load from a seller to a buyer.